



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 S. Route 303**  
**Blauvelt, NY 10913**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963818-2	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
RPOF/3PAC/Bogdanoff	RPOF 3PACK B,G,G	

Flight Dates	Order #	Alt Order #
10/16/12 - 11/05/12	963818	06373335

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/29/12	10/31/12	WPBF News 25 Mornings	6-7AM	MTW----	:30	3	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MTW----	3	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	6:23 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-004HD	\$550.00 NM
1	WPBF	Tu	10/30/12	6:21 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-006HD	\$550.00 NM
3	WPBF	W	10/31/12	6:30 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-007HD	\$550.00 NM
2	11/05/12	11/05/12	WPBF News 25 Mornings	6-7AM	1-----	:30	1	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	6:22 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-007HD	\$550.00 NM
5	11/05/12	11/05/12	M-F 5pm News	5-6pm	1-----	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	5:39 PM	M-F 5pm News	5-6pm	:30	MS3TV-12-007HD	\$900.00 NM
6	10/29/12	10/30/12	M-F 5pm News	5-6pm	MT-----	:30	2	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	MT-----	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	5:29 PM	M-F 5pm News	5-6pm	:30	MS3TV-12-005HD	\$900.00 NM
1	WPBF	Tu	10/30/12	5:09 PM	M-F 5pm News	5-6pm	:30	MS3TV-12-006HD	\$900.00 NM
8	11/05/12	11/05/12	WPBF News 25 @ 6:00P	6-6:30PM	1-----	:30	1	\$1,050.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,050.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	11/05/12	6:26 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	MS3TV-12-007HD	\$1,050.00 NM
9	11/01/12	11/01/12	WPBF News 25 @ 6:00P	6-6:30PM	---1---	:30	1	\$1,050.00	NM
	Class of Time - Fixed Non Pre-emptible								

MTWTFSS

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

# INVOICE



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
963818-2	11/11/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
RPOF/3PAC/Bogdanoff		RPOF 3PACK B,G,G	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	11/01/12	11/01/12	WPBF News 25 @ 6:00PM	6-6:30PM	---1---	:30	1	\$1,050.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>					<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			---1---		1	\$1,050.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	11/01/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	MS3TV-12-007HD	\$1,050.00 NM
11	10/29/12	11/02/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	M---F--	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>					<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			M---F--		2	\$1,000.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/29/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-004HD	\$1,000.00 NM
2	WPBF	F	11/02/12	11:32 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-007HD	\$1,000.00 NM
13	10/29/12	11/02/12	Nightline	11:35-12:05AM	M---F--	:30	2	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>					<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			M---F--		2	\$700.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/29/12	11:59 PM	Nightline	11:35-12:05AM	:30	MS3TV-12-005HD	\$700.00 NM
1	WPBF	F	11/02/12	12:01 AM	Nightline	11:35-12:05AM	:30	MS3TV-12-007HD	\$700.00 NM
16	10/31/12	10/31/12	NASHVILLE	10-11PM	--1----	:30	1	\$2,175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>					<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12			--1----		1	\$2,175.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	10:41 PM	NASHVILLE	10-11PM	:30	MS3TV-12-007HD	\$2,175.00 NM
<b>Total Spots</b>							<b>14</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$12,575.00</b>
<u>Agency Commission</u>	<b>\$1,886.25</b>
<u>Net Amount Due</u>	<b>\$10,688.75</b>

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Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
RPOF/3PAC/Bogdanoff	RPOF 3PACK B,G,G	

Flight Dates	Order #	Alt Order #
10/16/12 - 11/05/12	963818	06373335

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
3	10/16/12	10/18/12	WPBF News 25 Mornings 6-7AM		-TWT---	:30	3	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-TWT---	3	\$550.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	3 WPBF Tu		10/16/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-002	\$550.00 NM
	1 WPBF W		10/17/12	6:31 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-002	\$550.00 NM
	2 WPBF Th		10/18/12	5:58 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-004HD	\$550.00 NM
4	10/22/12	10/24/12	WPBF News 25 Mornings 6-7AM		MTW----	:30	3	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/22/12	10/28/12	MTW----	3	\$550.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	2 WPBF M		10/22/12	6:00 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-004HD	\$550.00 NM
	1 WPBF Tu		10/23/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-004HD	\$550.00 NM
	3 WPBF W		10/24/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	MS3TV-12-004HD	\$550.00 NM
7	10/22/12	10/23/12	M-F 5pm News	5-6pm	MT-----	:30	2	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/22/12	10/28/12	MT-----	2	\$900.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	2 WPBF M		10/22/12	5:42 PM	M-F 5pm News	5-6pm	:30	MS3TV-12-005HD	\$900.00 NM
	1 WPBF Tu		10/23/12	5:26 PM	M-F 5pm News	5-6pm	:30	MS3TV-12-005HD	\$900.00 NM
10	10/25/12	10/25/12	WPBF News 25 @ 6:00PM 6-6:30PM		---1---	:30	1	\$1,050.00	NM
	Class of Time - Fixed Non Pre-emptible								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/22/12	10/28/12	---1---	1	\$1,050.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 WPBF Th		10/25/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	MS3TV-12-005HD	\$1,050.00 NM
12	10/22/12	10/26/12	M-SUN WPBF News 25 @ 11-11:35PM		M---F--	:30	2	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/22/12	10/28/12	M---F--	2	\$1,000.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	2 WPBF M		10/22/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-004HD	\$1,000.00 NM
	1 WPBF F		10/26/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	MS3TV-12-004HD	\$1,000.00 NM

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Advertiser		Product	Estimate Number
RPOF/3PAC/Bogdanoff		RPOF 3PACK B,G,G	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/22/12	10/26/12	M-SUN WPBF News 25 @ 11-11:35PM		M---F--	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
14	10/22/12	10/26/12	Nightline	11:35-12:05AM	M---F--	:30	2	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M---F-- 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/22/12 11:55 PM Nightline 11:35-12:05AM :30 MS3TV-12-005HD \$700.00 NM 2 WPBF F 10/26/12 12:01 AM Nightline 11:35-12:05AM :30 MS3TV-12-005HD \$700.00 NM									
15	10/20/12	10/20/12	Miami vs. FSU College Fc8-1130P		-----1-	:30	1	\$3,250.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$3,250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 10/20/12 10:16 PM Miami vs. FSU College Football 8-1130P :30 MS3TV-12-004HD \$3,250.00 NM									
17	10/21/12	10/21/12	PRIVATE PRACTICE WK12-1x		-----1	:30	1	\$25.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/21/12 12:32 AM PRIVATE PRACTICE WKNDLF '12-1x :30 MS3TV-12-005HD \$25.00 NM									
18	10/20/12	10/20/12	Sat 330-7pm ABC College Football	330-7pm	-----1-	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Sa 10/20/12 7:08 PM Sat 330-7pm ABC College Football 330-7pm :30 MS3TV-12-005HD \$1,000.00 NM LR - Football									
<b>Total Spots</b>							<b>16</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$13,825.00</b>
<u>Agency Commission</u>	<b>\$2,073.75</b>
<u>Net Amount Due</u>	<b>\$11,751.25</b>